

B. To the Claims

This listing of the claims will replace all prior versions, and listing, of claims in the application or previous response to office action:

1. (Currently Amended) A database server system, maintained by an application service provider (ASP), for a web-based lead generator system, which generates leads via the Internet for potential customers for of a business enterprise other than the ASP, comprising:

a data acquisition process for extracting data from the enterprise's internal data sources, wherein the data sources comprise at least contact data and sales data associated with existing customers of the enterprise;

a data mart for storing the extracted data;

~~a query repository for storing queries presented to the data mart;~~

a chart repository for storing charts resulting from queries; and

34 a web server for receiving queries from the enterprise, for processing the queries by determining if any query matches a chart in the chart repository, and if not for generating a new chart in response to the query by accessing the data mart, and for delivering either a chart from the chart repository or the new chart to the enterprise, providing access to the charts by the enterprise, via a web browser;

wherein the data acquisition process, the data mart, the chart repository, and the web server are operated as a system by the ASP on behalf of the enterprise.

2. (Original) The server system of Claim 1, wherein the data mart stores data in accordance with OLAP-type specifications.

3. Cancelled.

4. Cancelled.

5. (Currently Amended) The server system of Claim 1, wherein the internal data sources are from contact management software operated by the enterprise.

6. (Currently Amended) The server system of Claim 1, wherein the internal data sources are from accounting software operated by the enterprise.

7. (Currently Amended) The server system of Claim 1, wherein the internal data sources are from ERP (enterprise resource planning) software operated by the enterprise.

8. Cancelled.

9. Cancelled.

10. (Currently Amended) A method, performed by an application service provider (ASP), of providing customer profile data representing profiles of potential customers ~~for~~ of a business enterprise other than the ASP, comprising:

extracting profile data from the enterprise's internal data sources, wherein the data sources comprise at least contact data and sales data associated with existing customers of the enterprise;

storing the extracted data in a data mart;

~~storing queries presented to the data mart in a query repository;~~

storing charts resulting from queries in chart repository; and

providing access to the chart repository via a web server in communication with a web browser;

wherein the web server receives queries from the enterprise, processes the queries by determining if any query matches a chart in the chart repository, and if not generates a new chart in response to the query by accessing the data mart, and delivers either a chart from the chart repository or the new chart to the enterprise;

wherein the method is performed by the ASP on behalf of the enterprise.

11. (Original) The server system of Claim 10, wherein the data mart stores data in accordance with OLAP-type specifications.

12. Cancelled

13. Cancelled

14. (Currently Amended) The server system of Claim 10, wherein the internal data sources are from contact management software operated by the enterprise.

15. (Currently Amended) The server system of Claim 10, wherein the internal data sources are from accounting software operated by the enterprise.

16. (Currently Amended) The server system of Claim 10, wherein the internal data sources are from ERP (enterprise resource planning) software operated by the enterprise.

17. Cancelled

18. Cancelled

19. (New). The system of Claim 1, further comprising a query repository for storing predefined queries, and wherein the web server processes queries to determine if they match any of the stored predefined queries.

20. (New) The system of Claim 1, wherein the charts are in a format from the group of: pie charts, bar charts, map views, or data views.

21. (New) The system of Claim 1, wherein the web server delivers output to a customer profiles process maintained by the application service provider.

22. (New) The system of Claim 1, wherein the web server further processes queries to determine if they are drill down requests.

23. (New) The system of Claim 1, further comprising a user profiles database for storing query preferences of the enterprise.

24. (New) The system of Claim 1, further comprising a user profiles database for storing output preferences of the enterprise.

25. (New). The method of Claim 10, further comprising storing predefined queries in a query repository, and wherein the web server processes queries to determine if they match any of the stored predefined queries.

26. (New) The method of Claim 10, wherein the charts are in a format from the group of: pie charts, bar charts, map views, or data views.

34 27. (New) The method of Claim 10, wherein the web server delivers output to a customer profiles process maintained by the application service provider.

28. (New) The method of Claim 10, wherein the web server further processes queries to determine if they are drill down requests.

29. (New) The method of Claim 10, wherein the web server further accesses a user profiles database to determine query preferences.

30. (New) The method of Claim 10, wherein the web server further accesses a user profiles database to determine output preferences.
